

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant : Michael D. Ellis

Application No.: 09/717,729 Confirmation No.: 6773

Filed: November 21, 2000

For : INTERACTIVE TELEVISION TARGETED

MESSAGE SYSTEM

Group Art Unit: 2614

JUN 1 0 2004

Examiner : Scott E. Beliveau

Technology Center 2600

RECEIVE

Commissioner for Patents

New York, New York

June 2, 2004

P.O. Box 1450 Alexandria, Virginia 22313-1450

EXPRESS MAIL CERTIFICATION

Express Mail Label No. <u>EV132191145US</u>

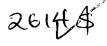
Date of Deposit: June 2, 2004

I hereby certify that this certification and the following papers and fees:

- Transmittal Letter (in duplicate);
- Reply to 02/02/04 Office Action;
- 3. Check in the amount of \$110.00; and
- 4. Postcard.

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Mame: [Lillen Garcia





PATENTS UV-168

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

6-17-04 P.Z.

PATENT APPLICATION

Applicant Michael D. Ellis

Application No.: 09/717,729 Confirmation No.: 6773

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INTERACTIVE TELEVISION TARGETED RECEIVED For

JUN 1 0 2004 Group Art Unit : 2614

Technology Center 2600 Examiner Scott E. Beliveau :

Commissioner for Patents

New York, New York

P.O. Box 1450 June 2, 2004

Alexandria, Virginia 22313-1450

TRANSMITTAL LETTER

Sir:

Transmitted herewith: [] a Preliminary Amendment; [X] a Reply to Office Action; [] a Petition Under 37 C.F.R. § 1.136(a) for Extension of Time; Supplemental Amendment; [] a Supplemental Amendment; [] a substitute Specification; [] a Declaration; [] a Supplemental Declaration; [] a Power of Attorney; [] an Associate Power of Attorney; [] formal drawings; to be filed in the above-identified patent application.

FEE FOR ADDITIONAL CLAIMS

[X] A fee for additional claims is not required.

[] A fee for additional claims is required.

06/07/2004 TBESHAH1 00000047 09717729

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Express Mail Label No.EV132191145US The additional fee has been calculated as shown below:

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FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM + \$290 = \$ 0.00													
* If less than 20, insert 20. TOTAL \$ 0.00 ** If less than 3, insert 3.													

- [] A check in the amount of \$____ in payment of the filing fee is transmitted herewith.
- [X] The Director is hereby authorized to charge payment of any additional filing fees required under 37 C.F.R. § 1.16, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.
- [] Please charge \$_____ to Deposit Account No. 06-1075 in payment of the filing fee. A duplicate copy of this transmittal letter is transmitted herewith.

EXTENSION FEE

- [X] The following extension is applicable to the Response filed herewith; [X] \$110.00 extension fee for response within first month pursuant to 37 C.F.R. § 1.136(a); [] \$420.00 extension fee for response within second month pursuant to 37 C.F.R. § 1.136(a); [] \$950.00 extension fee for response within third month pursuant to 37 C.F.R. § 1.136(a); [] \$1,480.00 extension fee for response within fourth month pursuant to 37 C.F.R. § 1.136(a); [] \$2,010.00 within fifth month pursuant to 37 C.F.R. § 1.136(a).
- [X] A check in the amount of [X] \$110.00; [] \$420.00;
 [] \$950.00; [] \$1,480.00; [] \$2,010.00 in payment
 of the extension fee is transmitted herewith.
- [X] The Director is hereby authorized to charge payment of any additional fees required under 37 C.F.R. § 1.17 in connection with the paper(s) transmitted herewith, or to credit any overpayment of same, to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.
- [] Please charge the [] \$110.00; [] \$420.00; [] \$950.00; [] \$1,480.00; [] \$2,010.00 extension fee to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

Respectfully submitted,

Philip R. Poh

Registration No. 51,176

Agent for Applicant

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